



THE E-COMMERCE REVOLUTION



Scan to review worksheet

Expemo code:

14CB-PS9M-A6V

1

Warm-up

Do you shop online? Why/why not?

2

Key words

Complete the definitions below with the following words:

booming

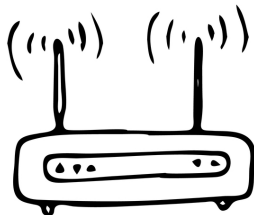
broadband

in bulk

secure

tech-savvy

- _____ (adj.): having a good practical knowledge of technology
- _____ (adj.): very successful, e.g. business is _____ .
- _____ (adj.): free from being accessed by an unauthorized person
- _____ (phrase): in large numbers or volume
- _____ (noun): a communications system used for high-speed internet access





3

Predict the answers

What do you know about the e-commerce industry? Choose the correct answer to each question and read the article on the next page to see if you are right.

1. When was the first product sold online?
 - a. in 1990
 - b. in 1994
 - c. in 1997
2. What was it?
 - a. a book
 - b. a computer
 - c. a CD
3. How much were global internet sales worth in 2000?
 - a. \$990m
 - b. \$247m
 - c. \$1.86bn
4. How much were global internet sales worth in 2007?
 - a. \$12.38bn
 - b. \$123.8bn
 - c. \$309.5bn
5. How many people use the internet today?
 - a. almost 1 billion
 - b. almost 2 billion
 - c. almost 3 billion





The e-commerce revolution

by Karen Attwood

1. The retail industry is undergoing a revolution. As more and more tech-savvy consumers go online to shop, internet sales are booming.
2. The first secure internet shopping transaction took place in August 1994 - the sale of a CD in the US. By the time of the dotcom gold rush in 2000, internet sales had reached \$990m a year. Despite fears over the future of the internet after the dotcom bubble burst and initial consumer concerns about the safety of shopping by credit card online, e-commerce sales have exploded since 2000.
3. According to James Roper, the chief executive at IMRG (Interactive Media in Retail Group), online shopping will transform the way people consume. Traditional retailers have to concentrate on the mass market as they only have the shelf space and time for the best-selling products, he says. But with the internet, consumers have unlimited choice. "It is a bigger marketplace and consumers can find exactly the product they want rather than just what is available in the shops," he said. "You can get products from anywhere in the world."
4. According to an IMRG report in 2007, "the internet does not recognize boundaries and is creating a huge global shopping marketplace, worth \$309.5bn in 2007. More than a billion people use the internet, some 17 percent of the world's population, of which almost a third live in Europe." Today, almost 2 billion people use the internet.
5. Nick Robertson, the chief executive of the online fashion retailer ASOS, said one of the biggest factors in the growth of his business has been the proliferation of broadband. "Due to broadband we are able to display our products in a more favorable way, for example with the use of catwalks," he said.
6. The other key factor is convenience, he said. "Girls don't have the time to go to the shops in their lunch hour. By shopping online they can get items delivered to their place of work."
7. Online shopping appears to be much more convenient, especially for products that are easy to post or that consumers want to buy in bulk. DVDs, CDs, and books are the perfect example. Shoppers know exactly what they want; it is simply a case of finding the cheapest retailer online. However, when it is a question of something more personal, such as the perfect dress and piece of jewelry to match, consumers often prefer to see the item for themselves. They enjoy the whole experience, the pleasure of trying products on or simply browsing and planning a future purchase.
8. One retail analyst said that the traditional retailers that may prove ultimately more successful are those that go multi-channel by integrating their website with their physical shops.
9. "That is the next logical step," he said. "Websites will become more sophisticated. You will be able to order online, then arrange to go and pick it up yourself from a distribution point."

Adapted from The Independent, May 1st, 2007, By Karen Attwood





4

Checking understanding

Read the whole article and complete the table below:

Advantages of online shopping	Advantages of traditional shopping

5

Find the words

Find a word or phrase in the text which means:

1. experiencing (a change) **(verb -ing, P1)**
2. a temporary period of very successful economic performance **(noun, P2)**
3. space in a shop to display products **(noun phrase, P3)**
4. a great and sudden increase **(noun, P5)**

6

Grammar - Tenses for describing trends

Read the following sentences from the text:

- a. The retail industry is undergoing a revolution.
- b. Websites will become more sophisticated.
- c. By the time of the dotcom gold rush in 2000, internet sales had reached \$990m a year.
- d. E-commerce sales have exploded since 2000.

Which sentence above describes:

1. a trend that started in the past and is complete in the present?
2. a trend that is in progress at the moment?
3. a trend that was completed before a particular point in the past?
4. a predicted future trend?





What are the tenses used in the underlined structures?

Now form complete sentences, putting the verbs into the correct tense:

1. At present / sales / increase / rapidly
2. By the end of the last quarter / our profit / fall / by 12%
3. The number of online subscribers / reach / 2 million / since we started the business
4. At the end of this year / sales / reach / \$1m
5. Interest rates / drop / by 2% / over the last five years
6. More and more people / work at home / these days
7. The population of the island / reach / 2 million / in 1999
8. Turnover / not change / since the company relocated to Germany
9. Next year / consumer spending / go up / dramatically
10. By the time he was ready to expand the business / he / spend / \$2 million / on advertising

7**Talking point**

How popular is online shopping in your country? Which websites are popular?

